

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: To all Section Managers

FROM: Ralph Atlas

SUBJECT: P.M. Cigarette Price Audit

DATE: Sept. 30, 1982

In reference to the weekly retail cigarette price audits that you are currently conducting, we would like to receive some additional information.

Of the 10 accounts you are monitoring for us:

- which ones buy direct from Philip Morris;
- which ones, if any, are UPC (Universal Product Code) scanning stores;
- among the UPC scanning stores audited, which ones show prices for Philip Morris products different from those charged for competitive products (excluding generics).

Please call Nancy Gurry of the Marketing Research Department at (212) 880-3588 with this information as soon as possible.

  
Ralph Atlas

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